

What Is Claimed Is:

1. A digital mobile terminal system for accessing services comprising:
a radio receiver integrated with a digital mobile terminal; and
a subsystem that handles interfaces and interactions between said digital mobile terminal and an radio network via a digital data stream, interfaces and interactions between said digital mobile terminal and a mobile services platform and interfaces and interactions between said digital mobile terminal and a user seeking to access and interact with services.
2. A radio broadcasting server platform for transmitting a digital data stream comprising a subsystem that handles interfaces and interaction between said radio broadcasting server platform and a radio network via the digital data stream and interfaces and interactions between said radio broadcasting server platform and a mobile services platform.
3. A digital mobile terminal for accessing services comprising:
a radio receiver integrated with said digital mobile terminal; and
a processor programmed with computer-readable instructions that perform the steps of:
capturing a digital data stream transmitted as part of a radio broadcast;
storing said captured digital data stream in a memory buffer;

displaying a service link embedded within said captured digital data stream on said digital mobile terminal;

accepting a user request to initiate a service session, based on a service description included in said digital data stream; and

establishing a connection between said digital mobile terminal and a mobile services platform.

4. The digital mobile terminal according to claim 3, wherein the processor is further programmed to perform the steps of:

maintaining a connection between said digital mobile terminal and the mobile services platform; and

establishing and maintaining a session between said digital mobile terminal and said mobile services platform.

5. The digital mobile terminal according to claim 3, wherein said digital mobile terminal selects a WAP browser if WAP settings are extracted from said captured digital data stream.

6. The digital mobile terminal according to claim 3, wherein said digital mobile terminal selects an SMS-based services module and SMS editor if SMS settings are extracted from said captured digital data stream.

7. The digital mobile terminal according to claim 3, wherein said digital mobile terminal selects a WEB browser if WWW settings are extracted from said captured digital data stream.

8. The digital mobile terminal according to claim 3, wherein said captured digital data stream contains embedded mobile service settings corresponding to the displayed service link embedded within said captured digital data stream on said digital mobile terminal.

9. The digital mobile terminal according to claim 3, wherein the processor is further programmed to perform the step of:

removing said captured digital data from said memory buffer upon expiration of a predefined period of time.

10. The digital mobile terminal according to claim 3, wherein a plurality of digital data streams are captured and stored in the memory buffer for one of immediate interaction and later interaction.

11. The digital mobile terminal according to claim 3, wherein the captured digital data stream transmitted as part of a radio broadcast is an RDS data stream.

12. A radio broadcasting server platform for transmitting an RDS data stream comprising:

a broadcast editor module for accepting data from a plurality of sources, said data comprising playlists, advertisements and other broadcast related data:

a mobile service settings module for accepting mobile service settings;

an RDS data manipulation module that formats said RDS data stream and synchronizes said RDS data stream with an audio broadcast and includes mobile service settings with said RDS data stream; and

a module that forwards said RDS data stream including said mobile service settings and said audio broadcast to said radio network.

13. A method for operating a digital mobile terminal for accessing services comprising the steps of:

capturing a digital data stream transmitted as part of a radio broadcast;

storing said captured digital data stream in a memory buffer;

displaying a mobile internet service link embedded within said captured digital data stream on said digital mobile terminal;

accepting a user request to initiate a mobile internet service session;

selecting one of a Wireless Application Protocol (WAP) browser module, World Wide Web (WWW) browser module and a Short Message Service (SMS)-based services module based on a service description included in said digital data stream; and

establishing a connection between said digital mobile terminal and a mobile services platform.

14. The method for operating a digital mobile terminal according to claim 13, further comprising the steps of:

maintaining a connection between said digital mobile terminal and the mobile services platform; and

establishing and maintaining a session between said digital mobile terminal and said mobile services platform.

15. The method for operating a digital mobile terminal according to claim 13, wherein said digital mobile terminal selects a WAP browser if WAP settings are extracted from said captured digital data stream.

16. The method for operating a digital mobile terminal according to claim 13, wherein said digital mobile terminal selects an SMS-based services module and edits a SMS service number and command if SMS settings, including said SMS service number and command, are extracted from said captured digital data stream.

17. The method for operating a digital mobile terminal according to claim 13, wherein said digital mobile terminal selects a WEB browser if WWW settings are extracted from said captured digital data stream.

18. The method for operating a digital mobile terminal according to claim 13, wherein said digital mobile terminal selects a WEB browser if WWW settings are extracted from said captured digital data stream.

19. The method for operating a digital mobile terminal according to claim 13, wherein said captured digital data stream contains embedded mobile service settings corresponding to the displayed service link embedded within said captured digital data stream of said digital mobile terminal.

20. The method for operating a digital mobile terminal according to claim 13, further comprising the step of removing said captured digital data from said memory buffer upon expiration of a predefined period of time.

21. The method for operating a digital mobile terminal according to claim 13, wherein a plurality of digital data streams are captured and stored in the memory buffer for one of immediate interaction and later interaction.

22. The method for operating a digital mobile terminal according to claim 13, wherein the captured digital data stream transmitted as part of a radio broadcast is a RDS data stream.

23. A method for operating a radio broadcasting server platform for transmitting a digital data stream comprising the steps of:

accepting data from a plurality of sources, said data comprising playlists, advertisements and other broadcast related data;

accepting mobile service settings;

formatting said digital data stream;

including mobile service settings with said digital data stream;

synchronizing said digital data stream with an audio broadcast; and
forwarding said digital data stream including said mobile service settings and said audio broadcast to a radio network.

24. A digital mobile terminal comprising:

a mobile terminal circuit that provides mobile transmission and reception services using a mobile terminal network;

a radio receiver that receives a broadcast radio signal;

an audio signal demodulator coupled to said radio receiver, wherein said audio signal demodulator demodulates an audio portion of a received radio broadcast;

a speaker coupled to said audio signal demodulator, wherein said speaker is incorporated into the digital mobile terminal and receives said demodulated audio portion of said received radio broadcast;

a digital data stream extraction circuit, coupled to said radio receiver, which extracts a digital data item from a digital data stream transmitted in conjunction with the radio broadcast;

a memory buffer, coupled to said digital extraction circuit, said memory buffer used for storing said extracted digital data item;

a display device for displaying said extracted digital data item on the digital mobile terminal;

a user input device that permits a user of the digital mobile terminal to select the extracted digital data item displayed on the display device, wherein said display device further interacts with said extracted digital data item stored in said memory buffer; and

a processor programmed with instructions that, upon selection of the extracted digital data item displayed on the display device, causes a service request to be transmitted through the mobile terminal circuit on the basis of the extracted digital data item.

25. The digital mobile terminal according to claim 24, wherein said processor further interacts with a mobile services protocol circuit in order to select from among a plurality of protocols for use with the displayed digital data item.

26. The digital mobile terminal of claim 24, wherein the extracted data item comprises a Universal Resource Locator (URL) associated with a Web page, and wherein the service request comprises a request to receive information from the Web page.

27. The digital mobile terminal of claim 26, wherein the service request comprises a Wireless Application Protocol (WAP) request.

28. The mobile terminal of claim 26, wherein the service request comprises a Short Messaging Service (SMS) request.

29. A method of operating a mobile terminal in a mobile data network, comprising the steps of:

(1) demodulating the audio portion of a radio broadcast and providing an audio output representing the audio portion of the radio broadcast;

(2) extracting a data item from a data stream transmitted in conjunction with the radio broadcast;

(3) displaying the extracted data item on a display of the mobile terminal; and

(4) in response to user input, using the extracted data item to automatically formulate and transmit a request for service through the mobile data network.

30. The method of claim 29, wherein step (2) further comprises the steps of:

(a) buffering the extracted data item for a predetermined time period; and

(b) purging the extracted data item after the predetermined time period.

31. The method of claim 29, wherein step (2) further comprises the step of displaying a Universal Resource Locator (URL) representing a Web page address on the display; and

wherein step (4) further comprises the step of transmitting a Wireless Application Protocol (WAP) request to an entity corresponding to the URL.

32. The method of claim 31, wherein step (4) further comprises the step of determining on the basis of the extracted data item whether the data item is associated with WAP services.